

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2012 – 13 & thereafter)

SUBJECT CODE: 12PR/PC/BP14

M. A. DEGREE EXAMINATION, NOVEMBER 2013
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE

PAPER : BASIC OF PUBLIC RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Who are stake holders?
2. What is Community Relations?
3. Explain Reputation Management.
4. What is corporate identity?
5. What is Special events?
6. Describe corporate culture.
7. Who is an outsourced PRO?
8. Publicity.
9. Define In house Journal.
10. Describe PR as two way Communication.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS :(5 X 8 = 40)

11. What are the ethical issues facing a PRO?
12. How can you obtain finance for organizing an event? List and Explain.
13. Explain PR as a marketing tool.
14. Enumerate corporate identity mix and steps to develop the same.
15. Illustrate the various methods in maintaining a good vendor relationship.
16. List the difference between PR and Advertising.
17. Elucidate the Qualities of a public relation practitioner.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 x 20 = 40)

18. Enumerate five stage of crisis management with a case study.
19. Plan an event for a Musical concert. Give details of the process involved.
20. Explain the stages involved in corporate image management process.
21. State the integrated marketing communication used by coca cola.
